SONY
make.believe

KDL-55EX720

55” Class (54.6” diag.) BRAVIA® EX720-Series LED LCD HDTV

Key Features

- Brilliant Full HD (1080p) picture quality for 2D & 3D
- LED backlit for incredible contrast & slim design
- X-Reality™ Engine for a clear, vivid, life-like picture
- Smooth motion clarity with MotionFlow™ XR 240
- Internet TV for widest variety of internet content[1]

Key Technologies

See It All in 3D Enjoy incredible depth and a sharp, Full HD 1080p picture from the leader in 3D technology. (3D Active Glasses required, sold separately)

Edge LED Backlighting Experience the next level of picture quality and contrast with Sony’s Edge LED Backlight technology. This technology sharpens image contrast giving an amazingly crisp picture you can see. The ultra-thin backlight system allows for a slimmer, sleeker design.

X-Reality™ Engine Enjoy a vivid, lifelike picture experience. Sony’s X-Reality engine brings out the best by analyzing each scene so you see sharpened images, and amazing contrast detail.

MotionFlow™ XR 240 See smooth and precise detail during fast-action scenes. Sony’s Motionflow XR 240 technology for fast action movies and sports by reducing blur caused by quick camera movements, enhancing image sharpness, and overall creates a clearer picture.

SONY
make.believe

KDL-55EX720

55” Class (54.6” diag.) BRAVIA® EX720-Series LED LCD HDTV

Features

General

Closed Captions (CC): Analog, Digital
Finish (Surface Color): Black
Audio Return Channel: Yes
HDMI™ InstaPort: Yes
Start Up Sony Logo Display: Yes

Display

Backlight Type: Edge LED
Display Device: LCD

Video

Video Processing: X-Reality™ Engine
CineMotion® Reverse 3:2 Pulldown Technology: Yes
Wide Mode: Full, Normal, Wide Zoom, Zoom, Caption, Normal/Full1/Full2 for PC
Deep Color: Yes
3D Comb Filter: Yes
PhotoTV HD: Yes
Auto Wide: Yes
4:3 Default: Yes
24p True Cinema™ Technology: Yes
Picture Mode: Vivid, Standard, Photo-Vivid, Photo-Standard, Photo-Original, Photo-Custom, Cinema, Game-Standard, Game-Original, Graphics, Sports, Animation
Advanced Contrast Enhancer (ACE): Yes
Live Color™ Technology: Yes
Intelligent Image Enhancer: Yes
Intelligent MPEG Noise Reduction: Yes
Motionflow™ XR Technology: 240

Audio

Auto SAP: Yes
Auto Mute (on no signal): Yes
Audio Out: Fixed/variable
Sony Original Surround: S-Force Front Surround 3D
Stereo System: MTS
Dolby®: Dolby Digital, Dolby Digital Plus, Dolby Pulse
Alternate Audio (Digital): Yes
Surround Effect: Cinema, Sports, Music, Game
Sound Booster: Yes
5.1 Channel Audio Out: Yes
Sound Mode: Dynamic, Standard, Clear Voice, Custom
5.1ch Through Out (Handycam): Yes
Sound Enhancer: Yes
S-Master: Yes
Invisible Speaker (w/Sound Elevation): Yes
Headphone/Speaker Link: Yes

Convenience

Channel Jump: Yes
Multiple Language Display: English, French, Spanish
Info Banner: Yes
Sleep Timer: Yes
Input Skip: Automatic
Channel Surf: Yes
Channel Block (with password): Analog & Digital
Edit Channel Labels: Yes
Label Inputs: Yes
On/Off Timer: Yes
USB Application(s): Yes
Show/Hide Channels: Yes
Auto Shut-off: Yes
PAP (Fixed or Variable): PAP(Variable)
BRAVIA® Sync™ : Yes
Parental Control: Yes
On-Screen Display for External Input: Yes
PIP (Picture in Picture): Yes
Control for HDMI™ (HDMI™ CEC): Yes
On-Screen Clock: Yes
Picture Adjustments Lock: Yes
Scene Select: Photo, Music, Cinema, Game, Graphics, Sports, Animation
On-Screen Operating Instructions: Yes
Picture Frame Mode: Yes
Skin Naturalizer: Yes

Network

DLNA: Yes
BRAVIA® Internet Video: Yes
Photo MAP: Yes
Wireless LAN: Ready (UWA-BR100 required, sold separately)
HTML Browser: Yes

3D

3D: Yes
2D to 3D Conversion: Yes

Sensing

Presence Sensor: Yes
LightSensor™ Technology: Yes

Broadcast

TV Guide On-Screen: Yes

Design

Stand Swivel: Yes
Stand Swivel Range: Left 20°/Right 20°
Stand Tilt: Yes
Stand Tilt Range: 0°- 6° Flexible

Specifications

Display

Viewing Angle (Right/Left): 176°
Viewing Angle (Up/Down): 176°
Screen Size (measured diagonally): 55" (54.6")
Display Resolution: Full HD 1080p
Aspect Ratio: 16:9

TV System

Tuner (Cable): Clear QAM
Tuner (Terrestrial): ATSC
Channel Coverage: VHF: 2-13, UHF: 14-69, CATV: 1-135
TV System (Analog): M
Number of Tuners (Analog): 1
Number of Tuners (Digital): 1
TV System (Digital): ATSC
Color System: NTSC

Video

Video Signal: 1080/24p (HDMI™ only), 1080/60i, 1080/60p (HDMI™ / Component), 720/60p, 480/60i, 480/60p

Audio

Audio Power Output: 10W + 10W

Inputs and Outputs

Component Video (Y/Pb/Pr) Input(s): 1 (Rear/Hybrid)
Composite Video Input(s): 2 (1 Rear/1 Hybrid)
Digital Audio Output(s): 1 (Rear)
RF Connection Input(s): 1 (Rear)
Headphone Output(s): 1 (Side/Hybrid)
Analog Audio Input(s) (Total): 2 (Rear)
Audio Out: 1 (Side/Hybrid)
HDMI™ Connection(s) (Total): 4 (1 Side/3 Rear)
PC In (D-Sub) + Audio In (Stereo Mini): D-Sub 1 (Side), Mini 1(Rear)
USB 2.0: 2 (Side)
HDMI™ PC Input: Yes
AC Power Input: 1 (Rear)
Ethernet Connection(s): 1 (Rear)

Power

Power Requirements (voltage): AC 120V for UL,cUL; AC 110-240V for other
Power Requirements (frequency): 60Hz for UL,cUL; 50/60Hz for other

Regulation And Standards Compliance

VESA® Hole Spacing Compatible: Yes
VESA® Hole Pitch: 300 x 300 mm

Service and Warranty Information

Limited Warranty Term: 1Year Labor / 1 Year Parts

Energy Saving & Efficiency

Energy Star® compliant: Yes (Exceeds v4.1)
Dynamic Backlight Control: Yes
Backlight Off Mode: Yes

Recycled & Recyclable Materials

Packaging Materials: Recycled Carton (more than 40%)

Weights and Measurements

Weight (Approx.): 44.5 lbs (20.2 Kg) without stand; 56 lbs (25.4 Kg) with stand
Dimensions (Approx.): 50 x 30 3/8 x 1 5/8" (1269 x 769 x 41mm) without stand; 50 x 31 1/2 x 12 1/2" (1269 x 799 x 315mm) with stand
Packaging (Approx.): 45 x 35 3/4 x 6 7/8" (1441 x 906 x 172mm); 70 lbs (32 Kg)

Supplied Accessories

Remote Control (RM-YD063)
AC Power Cord (attached)
Table Top Stand (separate, assembly required)

Optional Accessories

Wallmount Bracket (SU-WL500)

UPC Code: 027242816862

1. Broadband internet connection speed of at least 2.5 Mbps recommended (10 Mbps for HD content). Video quality and picture size vary and are depended upon broadband speed and delivery by content provider. Select content provided subject to change. Premium content may require additional fees, a subscription and/or PC registration
2. Broadband internet connection speed of at least 2.5 Mbps recommended (10 Mbps for HD content). Video quality and picture size vary and are depended upon broadband speed and delivery by content provider. Premium content may require additional fees, a subscription and/or PC registration. Feature is subject to Skype's terms and conditions, which Skype has the ability to change at anytime.
3. Requires all devices to be connected to the same home network.

© 2011 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony BRAVIA, BRAVIA Sync, LightSensor, Motionflow and X-Reality are trademarks of Sony. Wi-Fi is a registered trademark of the Wi-Fi Alliance. Skype is a trademark of Skype Limited. DLNA is a registered trademark of the Digital Living Network Alliance. All other trademarks are trademarks of their respective owners. Features and specifications are subject to change without notice. Non-metric weights and measures are approximate and may vary.

Please visit the Dealer Source for current information at www.sony.com/dealersource